

WHAT IS CLAIMED IS:

1. An information broadcasting method using a digital broadcasting which can multiplex data of a program and data other than the program and can  
5 transmit the multiplexed data, comprising the steps of:

    multiplexing advertising information to a broadcasting signal; and

    adding a target ID to identify a viewer class as a target of goods or services which are advertised by said advertising information to said advertising  
10 information.

2. A method according to claim 1, wherein the advertising information to which the target ID was  
15 added is data including at least any one or more of a video image, audio data, animation, a still image, an icon, and a text.

3. An information broadcasting system using a digital broadcasting which can multiplex data of a  
20 program and data other than the program and can transmit the multiplexed data, comprising:

    a transmitting side apparatus for multiplexing advertising information added with a  
25 target ID to identify a viewer class as a target of goods or services which are advertised to a broadcasting signal and transmitting the multiplexed

signal to a viewer; and

a receiving apparatus for receiving the  
broadcasting signal to which the advertising  
information including said target ID was multiplexed,  
5 collating viewer attributes which have previously been  
registered with said target ID, and selecting  
advertising information in which both of them coincide.

4. A receiving apparatus of a digital  
10 broadcasting which can multiplex data of a program and  
data other than the program and can transmit the  
multiplexed data,

wherein when a broadcasting signal to which  
advertising information added with a target ID to  
15 identify a viewer class as a target of goods or  
services which are advertised was multiplexed is  
received,

viewer attributes which have previously been  
registered is collated with said target ID, and  
20 advertising information in which both of them coincide  
is selected.

5. A system or receiving apparatus according to  
claim 3 or 4, wherein the advertising information to  
25 which the target ID was added is data including any one  
or more of a video image, audio data, animation, a  
still image, an icon, and a text.

6. A system or receiving apparatus according to claim 3 or 4, wherein the advertising information of the target ID which coincides with the viewer attributes is selectively received.

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7. A system or receiving apparatus according to claim 3 or 4, wherein the advertising information to which the target ID was added is received, said advertising information is stored into a storing device, and advertising information which coincides with the viewer attributes which have previously been registered is selected from said storing device.

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8. A system or receiving apparatus according to claim 3 or 4, wherein the advertising information in which the target ID and the viewer attributes coincide is selected and the selected advertising information is displayed by a display apparatus for monitoring the program.

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9. An apparatus according to claim 8, wherein a picture plane of said display apparatus is divided and the broadcasting program and the advertising information are displayed.

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10. A system or receiving apparatus according to claim 3 or 4, wherein the advertising information in

which the target ID and the viewer attributes coincide is selected and the selected advertising information is displayed by another display apparatus different from the display apparatus for monitoring the program.

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11. An information broadcasting method using a digital broadcasting which can multiplex data of a program and data other than the program and can transmit the multiplexed data, wherein

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advertising information added with a link information showing a linking method between advertising information and detailed information regarding an advertising and said detailed information are multiplexed to a broadcasting.

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12. A method according to claim 11, wherein said advertising information is an icon which is displayed on a picture plane and a detailed information requesting operation is performed for said icon.

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13. A method according to claim 11, wherein a history of a request of said detailed information can be up-loaded from a receiving terminal.

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14. An information broadcasting system using a digital broadcasting which can multiplex data of a program and data other than the program and can

transmit the multiplexed data, comprising:

5 a transmitting side apparatus for  
multiplexing advertising information added with link  
information showing a linking method between the  
advertising information and detailed information  
regarding an advertising and said detailed information  
to a broadcasting signal and transmitting the  
multiplexed signal to a viewer; and

10 a receiving apparatus for receiving said  
broadcasting signal and obtaining the requested  
detailed information from the broadcasting signal by  
using said link information when the viewer requests  
the detailed information.

15 15. A receiving apparatus of a digital  
broadcasting which can multiplex data of a program and  
data other than the program and can transmit the  
multiplexed data,

20 wherein a broadcasting signal in which  
advertising information added with link information  
showing a linking method between advertising  
information and detailed information regarding an  
advertising and said detailed information have been  
multiplexed is received, and

25 when a viewer requests the detailed  
information, the requested detailed information is  
obtained from the broadcasting signal by using said

link information.

16. A system or receiving apparatus according to claim 14 or 15, wherein said advertising information is an icon which is displayed on a picture plane and detailed information requesting operation is executed to said icon.

17. A system or receiving apparatus according to claim 14 or 15, wherein a history of requests of said detailed information can be up-loaded from a receiving terminal.

18. An information broadcasting method using a digital broadcasting which can multiplex data of a program and data other than the program and can transmit the multiplexed data, comprising the steps of:

multiplexing advertising information added with link information showing a linking method between advertising information and detailed information regarding an advertising to a broadcasting signal; and

obtaining said detailed information from an information providing station other than said broadcasting signal on the basis of said link information.

19. A method according to claim 18, wherein said

link information is information describing an accessing method to said information providing station.

5 20. A method according to claim 18, wherein said advertising information is an icon which is displayed on a picture plane and detailed information requesting operation is executed to said icon.

10 21. A method according to claim 18, wherein a history of requests of said detailed information can be up-loaded from a receiving terminal.

15 22. A method according to claim 21, wherein the history of the requests of said detailed information can be extracted in said information providing station.

20 23. A method according to claim 18, wherein said information providing station is a homepage of an internet.

25 24. A method according to claim 23, wherein an access log is performed in said homepage and an access from a browser is extracted from a browser name, thereby enabling the history of the requests of said detailed information to be extracted.

25. An information broadcasting system using a

digital broadcasting which can multiplex data of a program and data other than the program and can transmit the multiplexed data, comprising:

5 a transmitting side apparatus for multiplexing advertising information added with link information showing a linking method between the advertising information and detailed information regarding an advertising to a broadcasting signal and transmitting the multiplexed signal to a viewer; and

10 a receiving apparatus for receiving said broadcasting signal and obtaining the requested detailed information from an information providing station other than the broadcasting signal by using said link information when the viewer requests the  
15 detailed information.

26. A receiving apparatus of a digital  
broadcasting which can multiplex data of a program and data other than the program and can transmit the  
20 multiplexed data,

wherein a broadcasting signal in which advertising information added with link information showing a linking method between advertising information and detailed information regarding an  
25 advertising have been multiplexed is received, and

when a viewer requests the detailed information, the requested detailed information is



obtained from an information providing station other than the broadcasting signal by using said link information.

5 27. A system or receiving apparatus according to claim 25 or 26, wherein said link information is information describing an accessing method to said information providing station.

10 28. A system or receiving apparatus according to claim 25 or 26, wherein said advertising information is an icon which is displayed on a picture plane and detailed information requesting operation is executed to said icon.

15 29. A system or receiving apparatus according to claim 25 or 26, wherein a history of requests of said detailed information can be up-loaded from a receiving terminal.

20 30. An apparatus according to claim 29, wherein the history of the requests of said detailed information can be extracted in said information providing station.

25 31. A system or receiving apparatus according to claim 25 or 26, wherein said information providing

station is a homepage of an internet.

32. An apparatus according to claim 31, wherein  
an access log is performed in said homepage and an  
5 access from a browser is extracted from a browser name,  
thereby enabling the history of the requests of said  
detailed information to be extracted.

33. An information broadcasting system  
10 comprising:

a receiving apparatus constructed by image  
input means for inputting an image of a personal data  
making person, output means for outputting the personal  
data, input means, communicating means, and digital  
15 broadcasting receiving means;

a server for receiving said personal data  
from said receiving apparatus, transmitting said  
personal data to said receiving apparatus, and managing  
said personal data; and

20 two-way communicating means for coupling a  
plurality of said receiving apparatuses and said  
server,

wherein said personal data can be  
electronically exchanged among said receiving  
25 apparatuses by using said server and said two-way  
communicating means.

34. A receiving apparatus comprising image input means for inputting an image of a personal data making person, output means for outputting the personal data, input means, communicating means, and receiving means of a digital broadcasting,

wherein said personal data is electronically exchanged by using said communicating means, server, and two-way communicating means.

35. An information broadcasting system comprising:

a receiving apparatus constructed by image input means for inputting an image of a personal data making person, output means for outputting the personal data, input means, and receiving means of a digital broadcasting;

a gateway which includes a storing device and communicating means, is connected to a plurality of said receiving apparatuses, receives the personal data from said plurality of receiving apparatuses, and sending the personal data to said plurality of receiving apparatuses;

a server for receiving said personal data from said gateway, transmitting said personal data to said gateway, and managing said personal data; and

two-way communicating means for coupling said plurality of gateways and said server,

wherein said personal data can be electronically exchanged among said receiving apparatuses through said gateways by using said server and said two-way communicating means.

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36. A receiving apparatus system comprising:  
a receiving apparatus constructed by image input means for inputting an image of a personal data making person, output means for outputting the personal data, input means, and receiving means of a digital  
10 broadcasting; and

a gateway which includes a storing device and communicating means, is connected to a plurality of said receiving apparatuses, receives the personal data from said plurality of receiving apparatuses, and  
15 sending the personal data to said plurality of receiving apparatuses,

wherein said personal data can be electronically exchanged by using said communicating means, said server, and said two-way communicating means.  
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37. A system or receiving apparatus according to any one of claims 33 to 36, wherein said system or  
25 receiving apparatus has both of a personal data exchanging function and a communication Karaoke function.

38. A system or receiving apparatus according to any one of claims 33 to 36, wherein the personal data and messages are transmitted to the receiving apparatus by using the digital broadcasting.

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39. A system or receiving apparatus according to any one of claims 33 to 36, wherein when the input of the personal data is completed, a data ID which can be used by all users of services at the time of a retrieval or the like of the personal data and is added to each personal data and a password which can be known by only the personal data making person and is used to use a specific service are issued.

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40. A system or receiving apparatus according to any one of claims 33 to 36, wherein said personal data has auxiliary information which is accompanied to an image of the personal data making person and is inputted by said personal data making person.

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41. A system or receiving apparatus according to any one of claims 33 to 36, wherein said personal data has: auxiliary information which is accompanied to an image of the personal data making person and is inputted by said personal data making person; and

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detailed information which is formed by said personal data making person and is inputted by an input

device other than said terminal.

5      42.      A system or receiving apparatus according to claim 40 or 41, wherein retrieval information to retrieve personal data whose exchange is desired is provided by said auxiliary information.

43.      A receiving apparatus or receiving apparatus system, according to claim 34 or 36, wherein

10              said personal data has a plurality of kinds of auxiliary information which are accompanied to an image of the personal data making person and are inputted by said personal data making person,

15              retrieval information to retrieve personal data whose exchange is desired is provided by displaying said auxiliary information, and

            among said plurality of kinds of auxiliary information, auxiliary information of a kind to be displayed can be selected.

20      44.      A system or a receiving apparatus according to claim 40 or 41, wherein said auxiliary information is an audio message.

25      45.      A system or receiving apparatus according to claim 40 or 41, wherein said auxiliary information is an animation message.

46. A system or receiving apparatus according to claim 40 or 41, wherein said auxiliary information is selected from a plurality of regular messages.

5 47. A receiving apparatus or receiving apparatus system according to claim 34 or 36, wherein  
said personal data has an audio message or an animation message as auxiliary information accompanied to an image of the personal data making person, and  
10 when said audio message or said animation message is inputted, a timing to start the input is displayed.

15 48. A system or receiving apparatus according to claim 40 or 41, wherein said auxiliary information is a character message.

49. A receiving apparatus or receiving apparatus system according to claim 34 or 36, wherein  
20 said personal data has a character message as auxiliary information accompanied to an image of the personal data making person, and  
when said character message is inputted, characters are allocated to numerals of two digits,  
25 thereby enabling the character message to be inputted by only numeral keys.

50. A system or receiving apparatus according to any one of claims 33 to 36, wherein data which changes depending on the number of elapsed days from a date of making the personal data can be displayed by the  
5 receiving apparatus or the receiving apparatus system.

51. A system or receiving apparatus according to any one of claims 33 to 36, wherein a message and a data ID which personal data exchange desiring person  
10 has are transmitted to the personal data making person selected by said personal data exchange desiring person.

52. A system or receiving apparatus according to claims 33 to 36, wherein when a message to the personal  
15 data making person from personal data exchange desiring person is preserved in the server, if said personal data making person is using the receiving apparatus, a fact that the message has been registered is notified  
20 to said personal data making person in a real-time manner.

53. A system or receiving apparatus according to claims 33 to 36, wherein  
25 the message is transmitted to the personal data making person selected by personal data exchange desiring person, and



to display said message, said personal data making person who received said message needs to input a data ID and a password.

5        54.        A system or receiving apparatus according to claim 53, wherein after said message was displayed, said personal data making person issues a print permission to the data ID of said personal data exchange desiring person.

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55.        A system or receiving apparatus according to claim 54, wherein

permission information is recorded into the server as additional information of the personal data to which said permission information was issued, and

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in the case where the personal data exchange desiring person prints the personal data, only when a data ID of said personal data exchange desiring person is included in the permission information which is added to the personal data, the printing is permitted.

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56.        A system or receiving apparatus according to claim 35 or 36, wherein said gateway collectively transmits the personal data inputted by said receiving apparatuses to the server every predetermined period of time.

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57. A system or receiving apparatus according to claim 35 or 36, wherein the latest personal data preserved in the server is previously transmitted to said terminal or said gateway.

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58. A system or receiving apparatus according to claim 57, wherein a weight is added every information on said receiving apparatus or gateway side and the information is sequentially and preferentially preserved from the information having higher significance.

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